

Center For Tobacco Products

Presentation To

By

CLE Cigar Company

OMB

Office of Management and Budget

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About CLE Cigar Company

- Formed July, 2012
- Headquartered in Miami, Florida
- Currently has 700 employees, 17 based in the United States
- The Eiroa family has been in the cigar business since 1916, for three generations



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About CLE Cigar Company

(continued)

- Began with four brands:
– Asylum
– Wynwood
– CLE
– Schizo
- Added seven others:
– EH
– OSOK
– Hechicera
– Pura Soul



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Cost Issues to CLE Cigar Company

- Difference between showing a cigar is grandfathered vs using substantial equivalence pathway or new product pathway
- Costs for establishing premium cigars that are grandfathered, estimated to be \$664 per cigar
- Costs of marketing premium cigars through SE reports estimated to be between \$12,767 and \$15,424 per cigar



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